

**CHOICE NEIGHBORHOODS CONFERENCE**  
**DAY TWO PROMISING PRACTICES WORKSHOP DESCRIPTIONS**

**Community Engagement**

**Empowering Residents for Long-Term Engagement: Lessons from Winston-Salem**

*Speakers:*

- Pamela Lawrence, Neighborhood and Community Investment Specialist, HUD Choice Neighborhoods Program
- Kevin Cheshire, Choice Neighborhoods Project Manager, Housing Authority of City of Winston-Salem
- Alan Steinbeck, Planning Coordinator, Renaissance Planning
- Marquita Wisely, Resident, Cleveland Avenue Transformation Team
- Nakida Daniel, Choice Neighborhoods Program Liaison, Neighbors for Better Neighborhoods
- Paula McCoy, Outreach Coordinator, Neighbors for Better Neighborhoods

The Housing Authority of Winston-Salem, a FY2013 Choice Neighborhoods Planning Grantee, working in concert with partners Renaissance Planning and Neighbors for Better Neighborhoods (NBN), strategically developed and implemented a six session capacity building and leadership development program for residents called Neighbors in Action (NIA). During this workshop, representatives from the housing authority, residents, Renaissance Planning and NIA will share their unique approach to resident and neighborhood engagement and capacity building. This approach has resulted in meaningful resident involvement with and commitment to finalizing the Cleveland Avenue Homes Transformation Plan while simultaneously positioning residents for long-standing civic engagement and decision-making via the newly formed Cleveland Avenue Transformation Team (CATT). Panel members will share insights on their resident-driven process and discuss the extensive outcomes they have achieved to date.

**The Poverty Experience**

*Speakers:*

- Pamela Lawrence, Neighborhood and Community Investment Specialist, HUD Choice Neighborhoods Program
- Donna Richardson, President, Norris Community Resident Council, Inc.
- DeCoe Gilmore, President, Twin Rivers Resident Council
- Casey Lyda, Secretary, Twin Rivers Resident Council
- Ruby Davis, Thomas James Place Resident, Mobile Housing Board

The Poverty Experience is an intensive 90 minute simulation on poverty and the obstacles Choice Neighborhoods residents and other low-income individuals and families face. Participants will gain insight into poverty and the challenges it presents to engaging in community activities and achieving service delivery goals. Workshop participants will assume the role of a person living in poverty and navigate the particular challenges and responsibilities that individual faces. In the session's last 30 minutes, participants will break into small groups and discuss strategies to help residents overcome daily challenges, meaningfully engage with

Choice Neighborhoods Planning and Implementation activities, and achieve their social and economic goals.

## **Financing Tools for Redevelopment**

### **Unlocking the Power of New Markets Tax Credits**

#### *Speakers:*

- Shirley Boubert, NMTC Manager, DC Housing Enterprises
- Elaine DiPietro, Vice President, Enterprise Community Investment
- Kelsey Hamory, Underwriter, LISC New Markets

Are you looking to add jobs, increase retail services, or add community services in your neighborhood? The New Markets Tax Credit (NMTC) might be a possible source of funding to help achieve these goals. This workshop will provide a basic introduction to the New Markets Tax Credit program's goals, eligibility, terminology, application and award process. You will hear directly from Community Development Entities on what it takes to get a NMTC deal done. Attendees will leave the workshop with a fundamental understanding of what NMTC is, whether it is a viable funding source for projects in your neighborhood, and what it takes to pursue this source of funding.

### **Maximizing Leverage: Using CDBG Funding to Support Neighborhood Revitalization Activities**

#### *Speakers:*

- Kim Johnson, Senior CDBG Representative, HUD Office of Community Planning and Development
- John Laswick, Deputy Director – Entitlement Communities Division, HUD Office of Block Grant Assistance

HUD's Community Development Block Grant program (CDBG) is a critically important source of funding for community and economic development activities. This workshop will provide a brief overview of key aspects of the CDBG program, explore how CDBG funds can be a useful resource for neighborhood revitalization efforts, discuss the CDBG program's Neighborhood Revitalization Strategy Areas in the context of Choice Neighborhoods and offer suggestions on how CDBG funds can support Choice Neighborhoods grantees' efforts to transform their target neighborhoods. This workshop will also be an opportunity to ask other grantees how they have used CDBG funding within their Choice Neighborhoods target areas. By the end of the workshop, attendees should be familiar with the eligible uses of CDBG funding in support of place-based strategies, have an understanding of how to access these funds, understand the benefits of Neighborhood Revitalization Strategy Areas, and have sketched out a plan of action for the potential use of CDBG funds.

## **Stabilizing Distressed and Vacant Properties**

### **Innovative Strategies for Distressed Properties**

#### *Speakers:*

- Kyle Chintalapalli, Deputy Chief Development Office, Pittsburgh Mayor's Office
- Jessica Smith Perry, Assistant Director of Housing, Pittsburgh's Urban Redevelopment Authority
- Jamila Danzy, Renew Woodlawn Program Coordinator, Community Investment Corporation, Chicago, IL
- Paula Grantt, Program Coordinator, Neighborhood Housing Services of Chicago

Communities in Chicago and Pittsburgh began addressing vacant and distressed properties in their cities several years prior to receiving Choice Neighborhoods Implementation Grant Awards. Participants will learn how the City and community development partners in Pittsburgh and Chicago used public processes, as well as private and public resources, to acquire and redeploy distressed properties in these neighborhoods. This session will include a discussion of market issues and community engagement practices and will explore a variety of acquisition and redeployment strategies such as rehabbing or building infill housing for sale to owner-occupants, developing housing under the Choice Neighborhoods program, and converting parcels into permanent green space.

### **Blight Elimination: Creating Comprehensive & Place-Based Plan**

#### *Speaker:*

- Natalie Pruett, Program Officer, Center for Community Progress
- Raynetta Speed, Community Outreach Coordinator, Genesee County Land Bank

This session will provide a real-life example of a once vibrant, urban City working to rebuild itself block by block. Flint is not unique in its plight; blight is a prevalent issue all over the United States. It is different however in its approach to addressing the issue. With their "Beyond Blight" initiative, the City and its partners have created a five-year blight elimination plan with data-driven specific action steps to combat blight and promote redevelopment. In this session, a representative from the Center for Community Progress who helped write Flint's blight elimination framework will walk participants through how the plan was developed, what it entails, and how it is driving neighborhood investment. A representative from the Genesee County Land Bank will discuss innovative strategies now being implemented to eliminate blight. Through this workshop, Choice Neighborhoods grantees will gain insights into how to develop a blight removal plan that can help stabilize a distressed neighborhood.

## **Enhancing Community Safety**

### **Crime Prevention Through Environmental Design (CPTED): More than just lighting**

#### *Speakers:*

- Nancy Howard, Senior Program Officer, LISC Safety
- Brooke Cranshaw, BCJI Coordinator, San Antonio Housing Authority
- Tina Shepard, Director of Community Initiatives, One Neighborhood Builders

Law enforcement, city planners, business owners, residents, community developers and designers can all work together to create safe communities. Basic strategies of CPTED, such as lighting and natural surveillance, can be a jumping off point for deeper analysis of ways to engage residents and tap community culture to create the best plan for a safe community. At this workshop, leaders in Choice Neighborhoods and the Byrne Criminal Justice Innovation Program will discuss how they assembled high impact safety teams and used CPTED principles to organize their work. Key topics to be discussed include basic and advanced CPTED principles, such as how public space can enhance social cohesion and how to build a problem-solving team.

### **Successful Place-Based Policing Strategies: Lessons from the Boston Police Department**

#### *Speakers*

- Maria Cheevers, Director of Research and Development, Boston Police Department
- Sergeant Sam Silta, Boston Police Department
- Tremayne Youmans, Project Coordinator, Dorchester Choice Neighborhood Public Safety Enhancement

The Boston Police Department (BPD) received *Public Safety Enhancement* funding from the Department of Justice in the summer of 2013 to test a range of public safety interventions in the Dorchester Choice Neighborhood, one of Boston's most high crime neighborhoods. These interventions include both traditional community-policing strategies and more recent innovative activities that police departments are testing all over the country. Examples include the placement of a clinical social worker in an area district station to support vulnerable families, directed patrol in areas identified by officers and specialized units with community input, and engagement of private sector partners and nationally known researchers to support a Crime Prevention Through Environmental Design and Collective Efficacy analysis. During this time, the Choice Neighborhoods target neighborhood has experienced a significant reduction in violent crime. At this workshop, participants will learn how BPD used community-policing strategies to strengthen its long-standing partnership with the community to reduce crime and increase safety.

### **Improving Resident and Community Outcomes**

#### **Creating Employment Supports That Work: Lessons from Jobs Plus**

#### *Speakers:*

- Ron Ashford, Director, HUD Public Housing Supportive Services
- Kate Dempsey, Director of Strategy and Operations, NYC Center for Economic Opportunity, Office of the Mayor, City of New York

This workshop will explore lessons from Jobs Plus to identify what works when it comes to improving residents' employment outcomes. HUD's Jobs Plus Pilot Program is an evidence-based, place-based employment support program for residents of public housing that includes employment readiness, training, placement, a rent incentive, and "Community Supports for Work." The model was subjected to a randomized-control study in the early 2000's and shown to be successful. This workshop will give an overview of the Jobs Plus model and dive into best practices that you can build into your Choice Neighborhoods People Plan and efforts to help residents achieve their employment and economic stability goals.

## **Building on Assets and Opportunities to Develop a Successful People Plan**

### *Speakers:*

- Kathy Carton, Associate, EJP Consulting Group, LLC
- Paul Vivian, Director, Meriden Children First
- Erik Kregel, Resident Services Director, Mercy Housing
- Kate Bennett, Deputy Administrator, Planning and Sustainability, Boston Housing Authority

Health, education, employment and other supportive service needs in Choice Neighborhoods can be extensive. In order narrow focus and ensure your People Plan has the best chance for successful implementation, it is critical to identify and cultivate assets and opportunities. Who is already invested in serving your neighborhood? Which local organizations, whether currently working in the neighborhood or not, are effective in serving a comparable population? What initiatives are already underway that align with Choice Neighborhoods' goals? Via a facilitated discussion of real-world experiences with planning grantees from Meriden, Sacramento, and Boston, this workshop will explore ways to identify and cultivate partnerships and opportunities that can serve as the backbone for a plan and help position a Choice Neighborhoods grantee to successfully move forward with implementation.

## **Navigating to Outcomes: The Academic Navigator's Role in Attaining Student-Centered Results**

### *Speakers:*

- Jaimee Bohning, Education Director, Minneapolis Northside Achievement Zone
- Tameka Colbert, Academic Navigator, Minneapolis Northside Achievement Zone

Launched in 2003, the Northside Achievement Zone exists to permanently close the achievement gap and end generational poverty in North Minneapolis. Similar to many Choice Neighborhoods, one of the Northside Achievement Zone's key goals is improving student outcomes, even when students attend multiple schools. To that end, Academic Navigators are playing a key role in the Northside Achievement Zone's effort to accelerate results for scholars and families. Navigators work across all members of a scholar's "team," aligning school leaders, teachers, out-of-school providers, and others behind a clear, measurable outcome for the scholar and family. Through a commitment to "High Expectations, High Supports," Navigators use Scholar Achievement Planning to impact individual scholar success, classroom-level results, and overall systems change. In this workshop, you will have the opportunity to learn the fundamentals of the NAZ Academic Navigator and Scholar Achievement Planning model and participate in hands-on activities that lead you to investigate and create – leaving you with practical tools you can immediately use in your own community.